

**INTERACTIVE TELEVISION SYSTEM AND METHOD
FOR SIMULTANEOUS TRANSMISSION AND
RENDERING OF MULTIPLE MPEG-ENCODED VIDEO
STREAMS**

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CROSS REFERENCE TO RELATED APPLICATIONS

This application is related to co-pending U.S. Patent Application

09/ _____ (Attorney Docket No. OPTVP010), entitled "Interactive Television
System and Method for Simultaneous Transmission and Rendering of Multiple Encoded
10 Video Streams", filed concurrently herewith, which is incorporated herein by reference in
its entirety.

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BACKGROUND OF THE INVENTION

1. Field of the Invention

15 The present invention relates generally to interactive video delivery mediums
such as interactive television. More particularly, the present invention relates to a system
and method for the simultaneous transmission and rendition of multiple MPEG-encoded
digital video signal streams in an interactive television application.

20 2. Description of Related Art

Interactive television is an interactive audio/video delivery medium which
provides broadcast audiovisual content to a number of subscribers. Interactive television
provides broadcast video and audio to users and may also provide a return path for the
user to interact with the content, e.g., to make selections or order desired products, etc.